



# **Moviecash Millionaire Quiz , World's Best ,Talent competition & Lotto**

Be Entertained. Be Rewarded.

## *Moviestash is all about Entertainment*

- Moviestash connects & engage fans, to their favorite artists and stories & games .
- Fans earn rewards/win prizes while enjoying the App or by taking part in daily or Millionaire Trivia/Quiz & Lotto. (*Moviestash Millionaire*) by subscribing or playing free lotto with j\$ millions prizes & rewards to all.
- Fans automatically get rewarded or get discount offers once they enter theaters and other entertainment venues or play Quiz , Lotto or games .
- No other advertising medium can deliver an engaged audience, mass reach, precise targetability and industry-leading ROIs on Mobile TV,”. “Our positive and family-friendly programming bound to appeal Millennials & all. We will captivate audiences and get people to look in to phones and engage with the content.” , Any where !

# About Us

Moviestash provides users rewards/prizes for participating in interactive Quiz/Trivia , watching movies/trailers, and attending entertainment /sports events.





# Problem-Solution

Solving problems for Fans, Producers, and Brands



# Problem-Solution-Results

Trivia/Quiz MOVIECASH MILLIONAIRE

## Problem

- Quiz/Trivia -dull, repetitive,boring & no more nail biting. (studies show these types of platforms needs innovation).
- Quiz - shared prize - minuscule - paid with barrier Hq Trivia 3 MI to 200k viewership Who Wants to be Millionaire, viewership down KBC India stagnant . Years wait for audition , Still few get chance.
- Intrusive ADS. Lotto most people lose ..
- under performers at BO/TV , hardly any remedy to

## Solution

- MOVIECASH provides an avenue to fans for sharing their stories/talent in live and interactive environment with opportunities to win big prizes. No Audition .
- MOVIECASH anchors will display their lifestyle, fashion, make-up, and fitness,travel,.meditation ,tips.All can play , Inspiring.
- Engaging, non-intrusive ads ads.
- Free Lotto , All rewarded .Big prizes . .
- Special Quiz ,
- Holly trove of Actionable ata

## Results

- Fans play an active part as supposed to traditional TV
- Greater motivation to win, big prize.All can play.
- Greater exposure and better connect with their idol anchors,& products.
- Brands reach fans directly providing targeted promotion when , products are most sought, leading to increase in sales. Engaged audience, mass reach, precise targetability & industry-leading ROIs on Mobile “Entertaining & rewarding games, bound to appeal .



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Trivia/Quiz /LOTTO, MOVIECASH MILLIONAIRE, WORLD' BEST Talent Competition

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# Trivia/Quiz Details

Sponsorship Details

- **Quiz:** Our targeted participant is typically a millennial who likes to be entertained through movies/Quiz/trailers, visit concerts, sports & entertainment events.
- **Millionaire/Quiz:** Movies ,sports ,entertainment lover millennial, interested in winning the big prize and showcasing his/her talents,stories.



# Sponsorship Options

Monetize your product with sponsorship

## Splash Screen

- Features:
  - Full—screen visual appears when an event is launched.
  - Displays for up to 15 seconds
  - Prime real estate with a front-and-center impression
- Benefits:
  - Every viewer sees the sponsored splash page
  - Exclusive opportunity to introduce ,movies, tv series, products

## Banner Ads

- Features:
  - Most popular form of sponsorship event/products
  - Appears at the, top /bottom of the screen
  - Cost-effective way to build brand awareness and reach viewers
- Benefits:
  - Inexpensive but highly targeted
  - Test Moviecash ROI

## Push Notifications

- Features:
  - Messages sent directly to event attendees' mobiles
  - Notifications can be scheduled in advance
  - Reach all attendees or select groups
- Benefits:
  - Sponsors make important announcements
  - Messages in reminder format

## Gamification

- Features:
  - Interactive scavenger hunt feature
  - Attendees compete to win prizes/products
  - Fun way to generate leads
- Benefits:
  - Can drive interest , sales & revenues
  - Encouraged to visit sponsors' websites



# Four packages

The four packages offer choices to sponsors.

**Bronze:** Get noticed at a low cost

**Silver:** Brand awareness with engagement

**Gold:** Impact of having a conversation and value opportunities

**Platinum:** Your partnership is exclusive and your company would be the official presenter of

✓ Turn our Trivia/Quiz platform in your profit engine. People enjoy social activities and completing challenges.

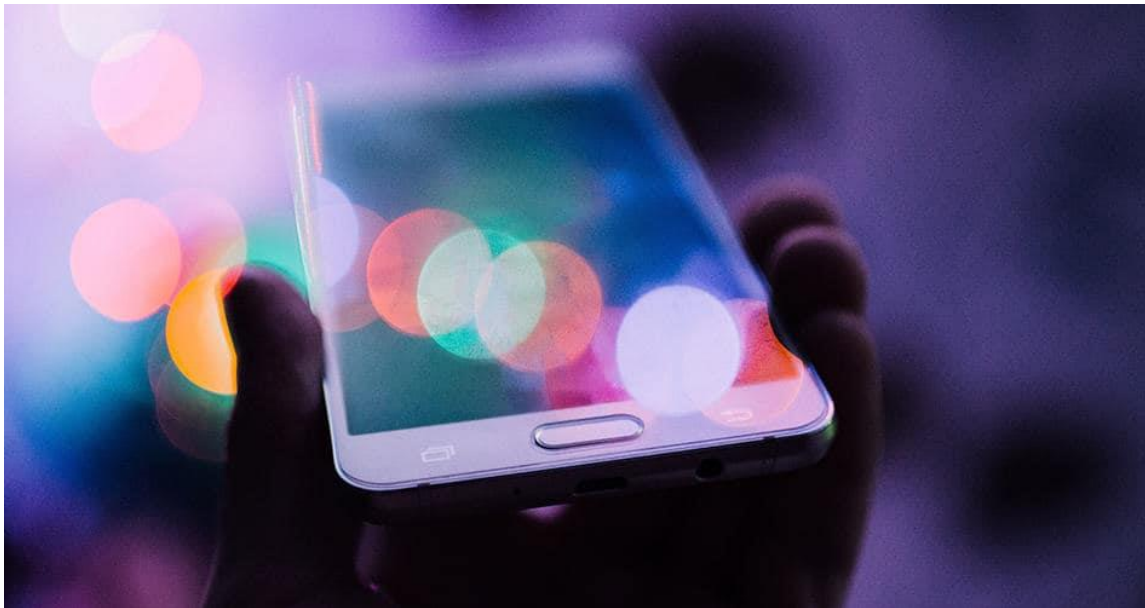
✓ There's nothing like instant gratification.



# Engage audience in unique ways

Innovatively capture and keep engaged

## Millennials love to engage with brands



## Benefits\*

- Engage with relevant millennial audience in minutes
  - Build loyalty by offering your products as rewards to winners and participants
  - Serve customer needs in real-time within the app
  - Have your products promoted seamlessly
- 
- Ideal platform to promote movies, sports and products by asking questions about new films/sports & products, & displaying products
  - Our Movie/sports based live trivia/quiz is a game changer



# Backed by numbers

## Metrics for your ROI

- Statistics beyond users and usage
  - Taps on banners and icons
  - Views of sponsors' profile pages
  - Views of session description
  - Stories beyond the event
- Gold and Platinum sponsors:
  - Print friendly export of charts and tables
  - Validate \$ to increases exposure

# Trivia/Quiz statistics

Asian Market

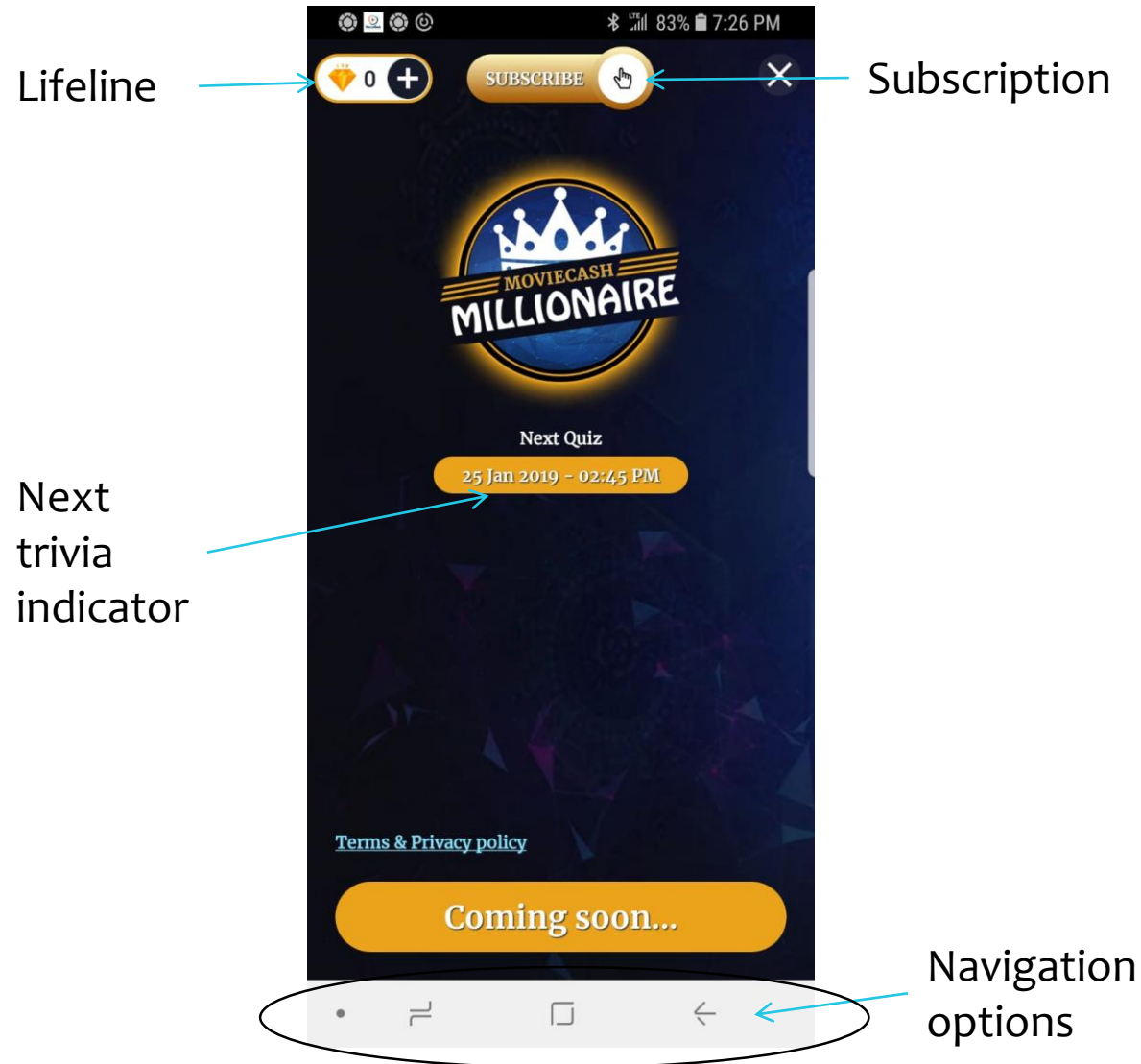
## Research

- (KBC) had 37.21 million viewers/episode (2017), average viewership was 14.00 million. Who wants to be millionaire around same in USA
- Overall Quiz apps have been well accepted
- Globe. huge market & our business model is focused on entertainment and games
- USA, SouthEast Asia , major market .
- Case study of HQ trivia confirms that people are open to participating in trivia/quiz if they have a chance to win money, rewards, but big prizes.
- Unlike others: Our focus is on interaction, audience engagement, and large prizes/rewards

## Sources

- Sources: Source: <https://theprint.in/opinion/how-kbc-and-big-b-killed-a-good-show-with-wife-jokes-and-inane-questions/155693/>, <https://officechai.com/startups/live-trivia-quiz-apps-india/>, <https://www.gizbot.com/news/india-loves-locos-first-indian-interactive-game-show-048823.html>,
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# Our App design optimized for interaction and engagement



- Optimized for video display (full screen/half screen/multiple screen)
- Can support banners, full screen display, surveys, and all other types of sponsorships
- The videos will be across the top half screens.
- Rest of the features available in Moviecash: watch trailers earn rewards (Android), watch movies anywhere earn rewards, watch movies in app earn rewards, and many others
- Celebes will perform and market your products



# Thank You

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